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## **THE DEVELOPMENT PERSPECTIVES OF INTERNATIONAL MARKETING IN CONDITIONS OF INTEGRATION**

*The research of problems and prospects of international marketing development in terms of integration is made for expansion of opportunities for further fundamental elaboration in this direct. The value of international marketing is determined by the modern economy, which characterises by rapid integration between all processes. It becomes an independent force, which has a strongly marked tendency to grow, confirming the necessity of its detailed study.*

*Common scientific methods and special methods of investigation are used in the paper. In particular, historical, descriptive, graphical, logical, method of scientific observation, analysis and synthesis, classification, generalization and comparison. Official information and Internet data became the information base for the research.*

*International Marketing is an independent branch of company activities for enter into the external markets, which is an important condition for all economic entities to compete successfully and meet own targets on the global market.*

*The role of marketing component in management activities, the usage of a complex system of interrelated elements of the marketing mix received the further development to create competitive advantages in the international business environment. A relevant marketing strategy with its permanent modification is proposed to be done.*

*The determination of necessary and sufficient marketing efforts and relative conditions for market relations management measures development, aimed at improving the forms of international business, is important and current for domestic subjects of international entrepreneurship.*

**Keywords.** *International marketing, integration, market environment, economic interests, marketing administration, global economy, international business, competitors, external markets, strategy of development, business environment, modification.*

## **ПЕРСПЕКТИВИ РОЗВИТКУ МІЖНАРОДНОГО МАРКЕТИНГУ В УМОВАХ ІНТЕГРАЦІЇ**

*Дослідження проблем та перспектив розвитку міжнародного маркетингу в умовах інтеграції для розширення можливостей подальших ґрунтовних розробок в цьому напрямку. Значення міжнародного маркетингу визначається тим, що для сучасної економіки характерна швидка інтеграція всіх процесів. Остання стає самостійною силою, яка має яскраво виражену тенденцію зростання, що підтверджує необхідність її детального вивчення. Міжнародний маркетинг являє собою самостійну галузь діяльності фірми при виході її на зовнішні ринки, яка є необхідною умовою, щоб кожний суб'єкт господарювання міг успішно конкурувати і задовольняти власні цілі на світовому ринку. Дістало подальший розвиток роль маркетингової складової в управлінській діяльності, застосування складної системи взаємопов'язаних елементів комплексу маркетингу з*

*метою створення конкурентних переваг у міжнародному бізнес-середовищі. Запропоновано створювати релевантну маркетингову стратегію з перманентною її модифікацією. Для вітчизняних суб'єктів міжнародного підприємництва важливим і актуальним є визначення необхідних і достатніх маркетингових зусиль і відповідних умов розвитку ринкових відносин управлінських заходів, спрямованих на вдосконалення форм ведення міжнародного бізнесу.*

***Ключові слова.** Міжнародний маркетинг, інтеграція, ринкове середовище, економічні інтереси, маркетингове управління, світова економіка, міжнародний бізнес, конкуренти, зовнішні ринки, стратегія розвитку.*

**Formulation of the problem.** International marketing is one of the most important areas in which the science and practice of marketing develop, gaining relative autonomy. To a large extent it is right to say that international marketing is the “high school” of marketing. This was facilitated by the intensification of international cooperation between economic subjects and the strengthening of the marketing management influence on their international activities. This led to the need to determine the political economy content of international marketing and its role in increasing the efficiency of entrepreneurial activity in a context of increasing the competitive tension of the international business environment and ensuring the multifaceted economic interests of market participants. As an element of the production relations of different economic systems, international marketing acquires specific features and shades in managerial manifestations, which contributes to a more complete satisfaction of the economic interests of business participants in terms of integration [4, c. 84].

**Analysis of recent research and publications.** A large number of scientific researches are devoted to the development prospects of international marketing. Among foreign the most well-known marketing researchers are F. Kotler, D. Bryan, J.-J. Lamben, L. Rodgers, M. Pozner, T. Ambler, J. Grech. They viewed marketing not only as an opportunity to improve their competitive position, but also as an effective business tool. Among the domestic theorists of international marketing, it can be distinguished: M.I. Baranovska, M. V. Vachevsky, O. L. Kanishchenko, Yu. G. Kozak, A. S. Filippenko T. M. Tsigankov. It should also be noted the fundamental work of Y. Yermoshenko, S. Yerokhin, O. Storozhenko, “Management”, where the authors state that in each country business (production),

and consequently, marketing have their own, “national identity”, distinctive features, what is dictated by the psychology and mentality of the people and their national traditions. However, there are many uncertainties regarding the nature of international marketing and the peculiarities of the marketing technology used in the practice of integrated business, depending on the stage of economic development, and the social needs and motivations of a new society [4, c. 123].

**Setting objectives.** Thus, the purpose of our research is to study the development prospects of international marketing in terms of integration in order to expand the possibilities for further fundamental developments in this direction. The importance of international marketing is determined by the fact that the modern economy is characterized by the rapid integration of all processes. The latter becomes an independent force, which has a pronounced tendency of growth, which confirms the need for its detailed study.

**Presentation of the main research material.** International marketing involves improving the economic interaction of the integration market subjects at the “supply and demand” level, taking into account the dynamic changes in the market environment and the harmonization of the quality of production and commercial offer with the motivational priorities of consumers in different markets [2, c. 307]. Understanding the conceptual foundations of the current state of international marketing implies taking into account such important aspects:

- variance, which manifests itself through the possibility of combining tools and activities of international marketing activities in accordance with business conditions and the maturity of economic systems; international marketing is a dynamic category, such that, despite the generalization of approaches and mechanisms, it acquires peculiar features, depending on the conditions of application;
- ethics, which involves solving problems of international business in the format of loyalty, tolerance and satisfaction of the interests of all interested participants of international operations;

- competitive adequacy, which involves the achievement of not the best in the world, but those parameters that are asked as much as possible [1, c. 117].

Implementation of conceptual models of international marketing involves the integration of marketing functions with related spheres and procedures of international business. Thus, international marketing should be perceived as an integrative managerial function, the methodological basis of which is the basic principles of economic theory and international economics, the auxiliary instruments to which are the applied fields of implementation of international activity forms, and which is an integrated implementation of diverse manifestations of marketing management.

From the point of view of the variability and dynamic development, international marketing can be applied to any economic system, and therefore a deep study of the potential of its usage in conditions of active socioeconomic transformations has both theoretical and practical interest. As a managerial attribute of a market economy, international marketing involves the selection and adaptation of marketing support tools for integration business in a competitive environment of world markets [4, c.8].

The modern development of the Ukrainian economy requires the formation of a new type of managerial behavior of business entities that would qualitatively meet the requirements and trends of world-class management and functionally protect the interests of economic subjects in an integrated and competitive market environment. This requires balanced management and well-founded usage of the international marketing functions to create a system of managerial priorities in fulfilling the triple task of international marketing – providing market benefits of the product, company and country, and realizing their competitive potential in the integrative economic space [7, c. 90].

From the point of view of the management measures implementation, international marketing can be defined as a function of ensuring the process of planning and implementing entrepreneurial activity in the context of market integration in order to create the most favorable conditions for the integration

business. At the same time, when entering the external markets, there is a specificity that is not controlled by the enterprise – a participant in foreign economic activity, but requires mandatory accounting. Thus, the specifics of marketing in the foreign economic activity of the enterprise are:

- in accounting the influence of national governments through the use of various (both economic and administrative) instruments of influence on a foreign element in their own territory;
- in the diversity of market conditions, organization and dynamics of markets: for the same commodity, market conditions in different countries can differ significantly in factors of availability of goods – analogues, demand, purchasing power of the population, type of market of a certain product;
- in the diversity of the socio-cultural context of consumer and consumer habits [6, c. 60].

It is also important to note that one of the most important moments of successful commercial behavior in the world markets is the correspondence of specific functional manifestations of international marketing activities to the needs of providing modern conceptual foundations of international marketing, which determines the usage of the principles of the general concept of marketing in the implementation of individual management measures of international marketing, in particular:

- a complex study of the world market situation, first of all changes in the sphere of public needs;
- usage of market information for the development of new types of products which are capable to satisfy the dynamically changing needs of the world market;
- substantiation of the best exit methods and organizational forms of the company's presence abroad and the creation of business alliances for the effective expansion of foreign markets;
- adaptation of the “home” marketing strategy to the conditions of the foreign market environment, in particular the organization of production and sales

in the international division of labor, specialization and co-operation in order to achieve maximum commercial effect [6, c. 245].

An analysis of the situation shows that the intensification of international marketing activity occurred depending on the circumstances that affect the entrepreneurial behavior of the subject in the context of the integration market. The criteria for applying international marketing can be:

- stages of the foreign market expansion;
- forms of presence on international markets;
- intensity of interaction with foreign partners;
- regularity of foreign economic operations;
- peculiarities of corporate management principles.

In accordance with the tasks and functions performed by subjects in the international market, different maturity levels of the marketing support of the integration business are distinguished (Figure 1).

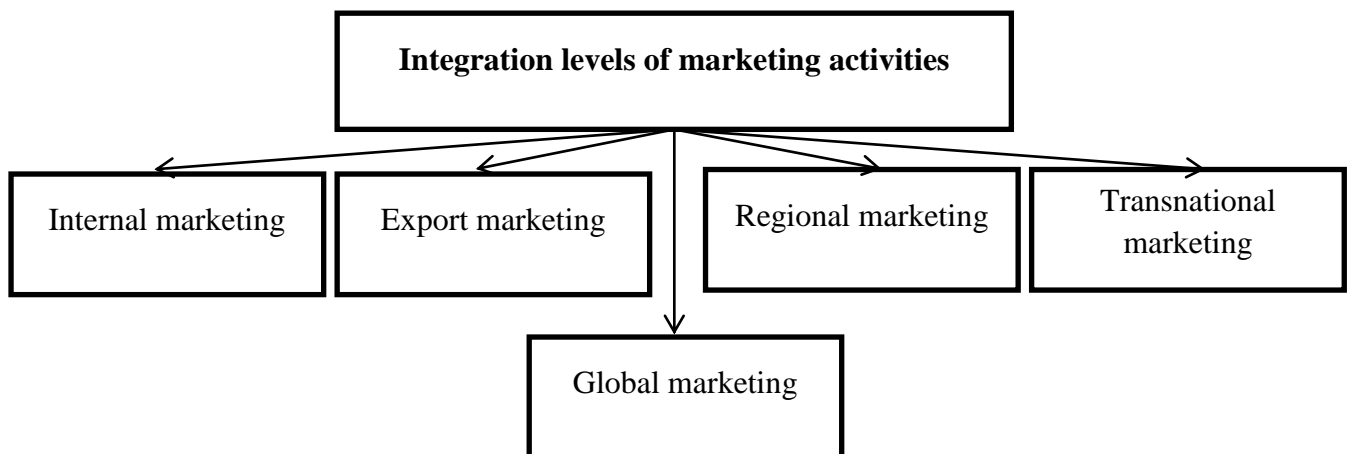


Figure 1 – Integration levels of marketing activities

Source: compiled by the author on the basis of [7; 4].

International marketing as an instrument for the company's exit to the foreign markets is possible only if all levels of management are aware of the need for its implementation. The problem of implementing marketing activities is the needs' misunderstanding of the marketing organization. It must be organically

integrated into the production process of the company and created when the company is founded.

In the process of developing a strategy for entering the overseas market, the company explores the tastes and preferences of consumers, the market capacity, risks, political and economic situation in the country to which market it is going to emerge. All this helps to establish relations and deepen cooperation. An enterprise can prove itself as a reliable partner, create a positive business image of its country in the course of export operations or joint business. Every company selling its goods or providing services abroad accelerates integration into the world economy. Even when the company produces products oriented to the domestic market, it has to take into account the trends of the world market for such products to protect themselves from foreign competitors [9, c. 10].

An enterprise must conduct a very flexible foreign policy that is not inherent in our domestic market. International marketing requires integration of the enterprise into the external environment, its detailed research, creation of modified strategies, developed separately for each foreign market.

Each company, creating an international marketing strategy, pursues several goals: expansion of the market, obtaining new, previously unavailable resources, and the ability to further deeper exploration of the world market. All this is the main prerequisite for the integration of the business unit into the world economy [3, c. 36].

As international marketing is a compromise between the usage of solutions tested in the domestic market and the necessary level of adaptation to new markets. Consequently, domestic enterprises need to pay more attention to the study of the domestic market. Analysis of markets within your country is much easier and cheaper, given the company's awareness of the influence of external factors and the availability of the target audience of the study. The experience that was gained in the domestic market, guides specialists in the process of developing an international marketing strategy.

The first prerequisite for optimizing international marketing activities of enterprises is the introduction of marketing ideology in the process of making managerial decisions. The next important step is to select the key components of your marketing strategy. Enterprises need to learn how to collect the most important and least-known information and turn it into a competitive advantage. Also, Ukrainian enterprises today have a lack of a clear organizational structure for conducting international marketing activities [7, c. 45].

The national system of international marketing is formed as a result of improvement and adaptation of the world experience of marketing management of business activity in the process of its integration, as well as intensification of international cooperation of domestic companies with foreign partners. Activation of foreign economic activity leads to a gradual complication of marketing functions. For domestic subjects of international entrepreneurship it is important and relevant to determine the necessary and sufficient marketing efforts and appropriate conditions for the development of market relations, managerial measures aimed at improving the forms of international business [4, c. 9].

Analyzing active current processes that are taking place in the world market, one can determine the development prospects of international marketing, which include the following:

- there are a coordination and integration of various types of activities on the scale of the world economy;
- the sphere of services, which is growing rapidly and penetrating practically all stages of foreign economic transactions, is becoming increasingly important;
- the plurality of commodity forms also leads to a plurality of prices;
- there is a strengthening of the international marketing protective function, which is not in favor of not maximizing and expanding the sales of high-tech products, and, conversely, in deterring its transfer to competitors;



– strategic decisions via sales channels acquire a certain new specificity. This is not only about the widespread strategy of “engaging the market”, but also about such strategies as “value creation system”, “clients of their clients” [2, с.39].

**Conclusions from the conducted research.** Thus, international marketing is an independent branch of the firm's activities when it enters external markets, which is a prerequisite for each economic entity to successfully compete and meet its own goals in the global market. With the development of integrative processes, marketing objectives have changed significantly, and its usage in a competitive and volatile market allows firms to considerably improve the economic efficiency of their activities. The transition from simple manifestations of international cooperation in complex, intensive forms of interaction between business entities is associated with the complication of the presence and functioning of world markets. This requires a rethinking of the essence and role of the marketing component in management activities, the application of a complex system of interrelated elements of the marketing complex in order to create competitive advantages in the international business environment. To do this, it is needed to create a relevant marketing strategy with its permanent modification. Today, the emergence of international marketing continues, its further intensive development will provide even more opportunities for the integration of Ukrainian enterprises in the world economy. The considered problem of the development prospects of international marketing once again emphasizes the need for further scientific monitoring and improvements in this regard.

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